



Below is a sample schedule that uses the included campaign elements of key messages, letter and sample posts. Posts could be sent out daily or a few times a week, and can be used multiple times throughout the campaign.

This campaign begins October 16, 2017. Early posts and messaging can be used to raise awareness of the annual World Diabetes Day on November 14th, 2017.

WEEK ONE:

- ✓ Introductory letter is sent to communicators
- ✓ 3 posts on 3 separate days with at least one featuring **diabetes awareness**

WEEK TWO:

- ✓ 3 posts on 3 separate days. Posts on October 23, 24 and/or 25 should feature **diabetes prevention** and, if possible, include local diabetes education organizations

WEEK THREE:

- ✓ 3 posts on 3 separate days, one from each key message category

WEEK FOUR:

- ✓ 3 posts on 3 separate days, one from each key message category

WEEK FIVE:

- ✓ 2 posts on 2 separate days, two from category #3. On November 14th use 3rd message on category #3 or another of your choosing to commemorate World Diabetes Day

WEEK SIX:

- ✓ 3 posts on 3 separate days, one from each key message category

WEEK SEVEN:

- ✓ 3 posts on 3 separate days, one from each key message category. On November 30th utilize 3rd message from category #1 or create your own to thank community members for supporting WDDWashington campaign

